

International Product Support

Objective:

To develop new cigarette products for PM International markets which will contribute to volume growth worldwide.

Strategies:

1. To develop new cigarette products that meet PMI management's planned product introductions, to include key markets for USA export products and those markets supported by locally manufactured products.
2. Develop new cigarette products in anticipation of international consumer trends and/or providing a marketing advantage.
 - Alternative filter configurations (concentrics, fluted, SCS)
 - Low Sidestream
 - Art
 - Half Nic
 - Menthol
 - Ultra Low Tar
 - Ambrosia
 - Superslims
 - Price/Value
3. Maintain and/or enhance the subjective, analytical and physical performance of existing products in the marketplace.
4. Continue to improve understanding of international markets through the following:
 - Interpretation of market sales data and demographics.
 - Initiation of switching and tracking studies.
 - Improve understanding of individual markets in order to develop optimal blends, flavors, filter systems and delivery levels.

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- Initiation of research programs to identify the perceived product benefits most viable in international markets.
- Interface with PMI operations, marketing and sales personnel.

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